

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

PMA 0013 – MEDIA APPRECIATION

(All sections / Groups)

31 May 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTION TO STUDENTS

1. This question paper consists of three pages including this page, with eight short-essay questions only.
2. Answer only **FOUR** questions. Each question worth 10 marks.
3. Please print all your answers **CLEARLY** in the Answer Booklet provided.
4. Please make sure you **PRINT** your ID number on the Answer Booklet **CLEARLY** before submitting it.

Short Essay Questions**Answer only FOUR of EIGHT questions.****Each question worth 10 marks.**

1. Discuss '**Cultivation Theory**' in media studies as argued by George Gerbner in mid 1960s. (10 marks)
2. Define and discuss what are '**paradigm**' and '**paradigm shift**' in the context of understanding creativity. (10 marks).
3. Answer both sub-questions below:

Explain the effect of **Gutenberg's** mechanical printing press on mass media. (5 marks)

What was **Thomas Edison's** impact on media? (5 marks)
4. Define briefly ALL of the listed **media concepts** below. (10 marks)

Narrative
Reading
Intertextuality
Metaphor
Discourse
5. What determines the value of a piece of information or news **broadcast** in the media? Describe only TWO reasons. (10 marks)
6. **Social Networks** and **Multidimensional Self Expressions** are two of the concepts that emerged because of the Internet. Discuss these TWO concepts with relevant examples. (10 marks)
7. Art forms are also considered as media. They are essentially cultural products. To describe an art form's relationship to the physical world, we use the terms **representational**, **abstract** and **non-representational**. Describe the THREE terms mentioned. (10 marks)

Continued...

8. Figure 1 illustrates a life-like sculpture, titled as 'Couple with Shopping Bags', made in 1976 by Duane Hanson. Appreciate the artwork using the steps or stages of Art & Media Appreciation. (10 marks)



Figure 1: Couple with Shopping Bags

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